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EASTERN ILLINOIS UNIVERSITY
Charleston, Illinois

news

September 17, 1985

Local

HARRY READ, Director of Information and Publications (217) 581-2820

FOR IMMEDIATE RELEASE

CHARLESTON, IL--"Marketing Principles for Managers of Non-Profit Organizations" will be offered on Friday, Oct. 18 by the Eastern Illinois University Community Business Assistance Center (CBAC).

The program, co-sponsored by the Small Business Administration and the Charleston Area Chamber of Commerce, will be presented in the Martinsville Room of the University Union from 9:30 a.m. to 3:30 p.m.

Covered will be the marketing concept, uncontrollable environmental variables affecting non-profits, marketing research for non-profits, managing the marketing mix for non-profits, product selection, promotion strategies, distribution considerations, and pricing strategies.

Instructors will be Dr. E. Wayne Chandler, Associate Professor of Marketing at Eastern and Dr. Ralph B. Weller, Associate Professor of Marketing at Eastern.

Registration fee is \$50, which includes materials, lunch, and refreshments. For further information, or to register, call Dr. Terry Maris at (217) 581-3526.